

PUBLISHED WEEKLY • 12TH YEAR OF PUBLICATION

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fashion calendar

44 WEST FIFTY-SECOND STREET • NEW YORK 19 • ELDORADO 5-3693

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

1952

january

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| <u>WEEK ENDING FRIDAY, FEBRUARY 1, 1952</u> | | | |
| Now Going On- Feb. 9 | EXHIBIT OF RARE BUTTONS The Metropolitan Button Club of New York City presents an exhibition of old, antique and rare buttons. Open to public. Contact: Dorothy Tyroler, CO. 5-2077. | METROPOLITAN BUTTON CLUB OF N.Y.C. | TRAPHAGEN SCHOOL 1680 B'WAY & 52ND ST. |
| Friday Feb. 1 9:30 A.M. Breakfast | PRESS PREVIEW OF GIRDLES AND BRAS Press preview of Spring and Summer bras and girdles by The Formfit Co.; and a round-table press conference with Jewel Unger. By invitation only. Publicity: Ruth Hammer Associates, EL. 5-7108. | THE FORMFIT COMPANY | 358 FIFTH AVENUE SHOWROOM |
| Beginning Friday Feb. 1 6:00 P.M.- 7:00 P.M. Cocktails | WEEKLY MILLINERY FASHION SHOWS "Head-Lines"--informal presentation of hats by leading New York milliners, coordinated by the Millinery Fashion Bureau, will be shown each Friday, during the cocktail hour. <u>Feb. 1:</u> Hattie Carnegie; <u>Feb. 8:</u> John Fredericks; <u>Feb. 15:</u> Peg Fischer; <u>Feb. 22:</u> Anita Andra. Press by invitation. Public by reservation; contact: Fashion Show Reservations; TE. 8-8000. Millinery Fashion Bureau Publicity: Mary Kelley, LO. 4-7800. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000. | MILLINERY FASHION BUREAU | HOTEL PIERRE CAFE PIERRE |
| Beginning Friday Feb. 1 | OPENING DATES OF PARIS COLLECTIONS <u>Feb. 1:</u> Ardanse, Bruyère, Carmine, A La Pensée, Irmone, Heim, Maguy, Ricci. <u>Feb. 2:</u> Desses, De Givanchy, Hermès, Kogan, Montaigne, Paquin, Raphael. <u>Feb. 3:</u> Fath. <u>Feb. 4:</u> Baillie, Carven, Crahay, Geroy, Lafaurie, Crossen, Perrières, De Rauch, Rouff, Sagardoy. <u>Feb. 5:</u> Borea, Dior, Drecol, Grès, Lanvin, Manguin, Martial et Armand, Seyne. <u>Feb. 6:</u> Balenciaga, Balmain, Griffe, Linker, Patou, Renal, Rochas, Wolber. <u>Feb. 7:</u> Calixte, Carpentier, Henry, Levon, Revillon, Schiaparelli, Worth. <u>Feb. 8:</u> Bourgade, Lecomte, Misset, Vramant. <u>Feb. 11:</u> Clarence. <u>Feb. 12:</u> Chaumont. <u>Feb. 13:</u> Desvignes. <u>Feb. 14:</u> Coste. <u>Feb. 20:</u> Demain. <u>Date not set:</u> Callot Soeurs, Thomas. Contact: Chambre Syndicale, 102 Rue du Faubourg, Saint-Honoré, Paris. | CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE | PARIS, FRANCE |

Feb. 3 HAIR FASHION CONFERENCE AT HOTEL NEW YORKER (Feb. 3-5). Contact: OR. 4-1428.

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| <u>WEEK BEGINNING MONDAY, FEBRUARY 4, 1952</u> | | | |
| Monday Feb. 4 10:00 A.M. Coffee | NEW DEPARTMENT OPENING AT PRESS BREAKFAST Gunther Jaeckel will invite the press to the opening of the Salonette's new and separate coat and suit department. By invitation only. Publicity: Carole Paley, PL. 5-7000. | GUNTHER JAECKEL | 2ND FLOOR SALONETTE |
| Beginning Monday Feb. 4 1:00 P.M. | OPENING OF SUMMER COLLECTION Debutante will present their Summer collection, sizes 7 to 15, designed by Robert Bart, beginning at 1:00 P.M., daily. Contact: LO. 5-6150. | DEBUTANTE, INC. | 498 SEVENTH AVENUE SHOWROOM-7TH FLOOR |
| Monday Feb. 4 3:45 P.M. Cocktails | SHOWING OF SUMMER COORDINATES COLLECTION Lotte of Drewyn will present her Summer collection, "Through The Camera's Eye"--career girl coordinates, inspired by her trip to Italy, India and the East. By invitation only. Publicity: Sidney Dee Bloeme, JU. 6-4490. | DREWYN LTD. | 1400 BROADWAY SHOWROOM-34TH FLOOR |

SUMMER OPENINGS: MEMBERS OF FASHION ORIGINATORS GUILD OF AMERICA (FOGA)

MONDAY, FEB. 4

Fred Greenberg Dress Co.10:30 A.M. & 2:30 P.M. . . . 550 7th, LO. 4-5820.
International Dress Co., Inc. . .2:00; daily 10:30 & 2:00 . .1400 Bway, LA. 4-7100.

TUESDAY, FEB. 5

Larry L. Aldrich, Inc.2:30 P.M., by appointment. . 530 7th, CH. 4-1872.
Hansen Bang, Inc.Continuous daily 498 7th, BR. 9-4020.
Capri Frocks, Inc.2:30 P.M. daily1372 Bway, WI. 7-7430.
Joseph Halpert, Inc.10:30 A.M. daily 530 7th, WI. 7-7400.
Nat Kaplan, Inc.10:30 A.M.; 1:15 & 4:00. . . 498 7th, LO. 5-4115.
David Levine Co.10:30 A.M. & 2:30 P.M. . . . 530 7th, LA. 4-0237.
Milmont Gowns Co.1:00 P.M. daily 530 7th, CH. 4-2617.
Parnis-Livingston, Inc.12:00 Noon daily 530 7th, BR. 9-5012.
Herbert Sondheim, Inc.10:30 A.M. & 2:30 P.M. . . . 530 7th, LA. 4-7540.
Talmack, Inc.1:00 P.M. daily 530 7th, BR. 9-1195.
Hannah Troy, Inc.1:00 P.M. daily 530 7th, LO. 3-0988.

WEDNESDAY, FEB. 6

Ben J. Gam, Inc.4:00; thereafter 1:00 P.M. . . 530 7th, CH. 4-4129.
Junior League Frocks, Inc. . . .10:30 A.M. & 2:30 P.M. . . .1372 Bway, WI. 7-3200.
Frank Starr, Inc.1:00 P.M. daily 530 7th, LA. 4-7690.

FRIDAY, FEB. 8

Nathan-Strong, Inc.11:30; 1:30 & 3:30 P.M. . . . 530 7th, PE. 6-7590.
Contact: Leonard W. Gendler, Executive Secretary, CH. 4-6945.

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| Beginning Monday Feb. 4- Feb. 14 | SPECIAL EXHIBIT OF VALENTINE PAINTINGS Celebrities will submit their amateur paintings at an exhibit for the benefit of the N.Y. Heart Association. Paintings will be auctioned following the exhibit. Heart Association Publicity: Betty Law, MU. 8-1400. Hudnut Publ.: Virginia Dickson, Robert S. Taplinger & Assoc., PL. 7-8040. | N.Y. HEART ASSOCIATION | RICHARD HUDNUT SALON 693 FIFTH AVENUE |
| Beginning Monday Feb. 4 | SHOWING OF SUMMER COLLECTION Presentation of the Summer collection by Lawrence Gaines at daily showings, by appointment. Contact: Diane Mason, JU. 6-3273. | LAWRENCE GAINES, INC. | 43 WEST 54TH STREET SALON |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| Beginning Monday Feb. 4 | SHOWING OF LATE SPRING AND SUMMER COLLECTION Continuous daily showings of Liotti's late Spring and Summer collection. Contact: Jane Negbaur, BR. 9-7885. | LIOTTI, INC. | 530 SEVENTH AVENUE SHOWROOM-10TH FLOOR |

OPENING OF SUMMER COLLECTIONS BY THE SPORTSWEAR GUILD

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| <u>MONDAY, FEB. 4</u> | | | |
| Sport-Craft, Inc. | 10:30 A.M. & 2:30 P.M. daily | 550 7th, LA. | 4-9724 |
| Star-Maid Dresses | 10:30 A.M. & 2:30 P.M. daily | 498 7th, PE. | 6-0444 |
| <u>TUESDAY, FEB. 5</u> | | | |
| Adler & Adler, Inc. | 10:30 A.M. daily | 550 7th, BR. | 9-9600. |
| Kane-Weill | 10:30 A.M. & 2:30 P.M., first week . . thereafter, 10:30 A.M. only | 498 7th, LO. | 5-3041. |
| <u>WEDNESDAY, FEB. 6</u> | | | |
| Davidow | | 550 7th, PE. | 6-6909. |
| David M. Goodstein | 10:30 A.M. & 2:30 P.M. daily | 550 7th, LA. | 4-2577. |
| Mutual-Rosenbloom | 10:30 A.M. daily (Mary Stevens collection at 1:30 P.M., daily). | 498 7th, CH. | 4-6221. |
| <u>THURSDAY, FEB. 7</u> | | | |
| Zoltan Rosenberg Co. | 2:30 P.M. daily | 550 7th, LA. | 4-6691. |

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| Tuesday Feb. 5- | PREVIEW OF SUMMER SPORTSWEAR COLLECTION | CAROLYN SCHNURER | 1410 BROADWAY SHOWROOM-23RD FLOOR |
| Feb. 7 | Breakfast previews of Carolyn Schnurer's Summer collection, Feb. 5 thru | | |
| 8:30 A.M. | Feb. 7. By invitation only. <u>Trade showings, beginning Friday, Feb. 8 at</u> | | |
| Breakfast | <u>12:30 P.M.</u> (box lunch) and 3:30 P.M., daily. Publ.: Lee Walker, CH. 4-4587. | | |

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| Tuesday Feb. 5 | PREVIEW: CUSTOM FASHIONS AT OPENING OF NEW SHOP | PHELPS INDUSTRIES | 27 EAST 37TH STREET |
| 10:00 A.M. | Phelps Industries will invite the press to a breakfast showing of custom | | |
| Breakfast | bags, belts and sportswear. By invitation only. Contact: LE. 2-2757. | | |

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| Beginning Tuesday Feb. 5 | OPENING OF SUMMER SPORTSWEAR COLLECTION | PAUL ADLER ORIGINALS, INC. | 498 SEVENTH AVENUE SHOWROOM-18TH FLOOR |
| 10:30 A.M.; | Showing of "Morn Till Night" collection of spectator sportsclothes for | | |
| 1:00 P.M. | Summer, including dresses and ensembles, designed by Emmet Joyce, at | | |
| | 10:30 A.M. and 1:00 P.M. daily. Contact: WI. 7-0152. | | |

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| Beginning Tuesday Feb. 5 | SHOWING OF SUMMER COLLECTION | PHILIP HULITAR | 37 WEST 47TH STREET SHOWROOM-11TH FLOOR |
| 10:30 A.M. | Cocktail, dinner and evening gowns for Summer will be shown at 10:30 A.M. | | |
| | and 2:30 P.M., daily. Contact: Peter Gallagan, CO. 5-7145. | | |

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| Tuesday Feb. 5 | OPENING OF SUMMER COLLECTION | VARDEN PETITE | 530 SEVENTH AVENUE SHOWROOM-8TH FLOOR |
| 10:30 A.M.; | Presentation of Varden Petite collection for Summer at 10:30 A.M. and | | |
| 2:30 P.M. | 2:30 P.M. daily. Publicity: Elsie Brandt, FE. 6-5460. | | |

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| Tuesday Feb. 5 | ANTIQUES AND GIFTS AT PRESS PREVIEW | BERGDORF GOODMAN | 4TH FLOOR |
| 11:00 A.M. | Bergdorf Goodman will present antiques and gifts from France, England and Ireland at a press preview. By invitation. Publicity: Florence Neff, PL. 3-7300. | | |

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| Tuesday Feb. 5 12:30 P.M. Luncheon | PRESS SHOWING: MILLINERY BY TATIANA DU PLESSIX Press preview of custom millinery collection by Tatiana du Plessix. By invitation only. Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064. | SAKS FIFTH AVENUE | SAVOY PLAZA LE CHATEAU-11TH FL. |
| Tuesday Feb. 5 2:30 P.M. | PRESS PREVIEW OF SUMMER COLLECTION Preview of Adler & Adler's Summer collection, designed by Lorraine Budney. By invitation only. Publ.: Ruth Hammer Associates, Inc., EL. 5-7108. | ADLER & ADLER | 550 SEVENTH AVENUE SHOWROOM-20TH FLOOR |
| Tuesday Feb. 5 2:30 P.M. | OPENING OF SUMMER COLLECTION Daily showings of Claire McCardell's Summer collection at 2:30 P.M. Contact: LO. 4-2155. | CLAIRE MCCARDELL | 550 SEVENTH AVENUE SHOWROOM-6TH FLOOR |
| Beginning Tuesday Feb. 5 2:30 P.M. | SHOWING OF SUMMER COLLECTION Frances Sider will present her two Summer collections, featuring "Happy Holiday" wardrobes of bathing suits, playclothes, sundresses, separates for sun, fun and sea, at 2:30 P.M. daily. Contact: Julie Isles, LO. 4-3323. | FRANCES SIDER, INC.; SUNCLOTHES, INC. | 1407 BROADWAY SHOWROOM-14TH FLOOR |
| <i>Wes</i> <i>10</i> <i>5:30</i> Tuesday Feb. 5 3:30 P.M. Cocktails; 4:00 P.M. Show | SWISS FABRICS AT ANNUAL SHOWING Ninth annual presentation to the press and retail trade of fashions in Swiss fabrics, from current Summer collections of U.S. leading designers and manufacturers. Showing of town and country wear; cocktail and evening dresses; wedding and bridesmaids' gowns; blouses and separates; children's frocks. By invitation. Contact: Swiss Fabric Group, OR. 9-2750. | SWISS FABRIC GROUP OF SWITZERLAND & N.Y. | WALDORF-ASTORIA STARLIGHT ROOF <i>Pierre</i> <i>Balmain</i> |
| Wednesday Feb. 6 9:30 A.M. | SUMMER PREVIEW OF VIRGINIA SPEARS JUNIORS Special press preview of the highlights of Advance Summer collection of Virginia Spears Juniors by Spears-Epstein, Inc. By invitation only. Publicity: Viola Shefer, PL. 3-3173. | SPEARS-EPSTEIN, INC. | 1400 BROADWAY SHOWROOM-32ND FLOOR |
| Wednesday Feb. 6 10:30 A.M.; 2:30 P.M. | OPENING OF SUMMER SEPARATES COLLECTION "Summer Souffles"--collection of separates for Summer by Greta Plattry will be shown daily at 10:30 A.M. and 2:30 P.M. Publicity: Margaret Hodge. Contact: FE. 6-8680. | PLATTRY COUNTRYWEAR, INC. | 498 SEVENTH AVENUE SHOWROOM-4TH FLOOR |
| Wednesday Feb. 6 12:00 Noon | PREVIEW OF NEW SPRING SWEATERS Press preview of Lesur's French sweater collection for Spring and Summer. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130. | LESUR, INC. | 580 FIFTH AVENUE SHOWROOM |
| Wednesday Feb. 6 12:30 P.M. Luncheon | SPRING COATS FOR GIRLS AT LUNCHEON SHOWING Showing of Bambury Spring coats for girls, including a group designed by Pierre Balmain, available at Gimbel's. Also, couture fashions for Spring by Hannah Troy. Furs--B. Weinstein. Press by invitation. Public by reservation; contact: Fashion Show Reservations, TE. 8-8000. Troy and Bambury Publicity: Gladys Steiner, MU. 9-1630. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000. | BAMBURY COATS FOR GIRLS; AND HANNAH TROY | HOTEL PIERRE COTILLION ROOM |

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| Wednesday Feb. 6 12:30 P.M. Luncheon | SPRING BRIDAL FASHIONS AT LUNCHEON SHOWING Presentation of bridal and bridesmaids' fashions for Spring by Rosette Pennington during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Pennington Publicity: Ruth English, PL. 9-3737. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000. | ROSETTE PENNINGTON | WALDORF-ASTORIA EMPIRE ROOM |
| Beginning Wednesday Feb. 6 2:30 P.M. | OPENING OF SUMMER COLLECTION Ceil Chapman's Summer collection at 2:30 P.M., Feb. 6--Feb. 8; Feb. 11--Feb. 15; Feb. 18--Feb. 21. Contact: Alto Schiffrine, LA. 4-5800. | CEIL CHAPMAN | 530 SEVENTH AVENUE SHOWROOM-2ND FLOOR |
| Wednesday Feb. 6 5:00 P.M. Cocktails | PREMIERE PREVIEW OF SUMMER COLLECTION Esther Reifer will present "White Magic", her own Summer collection. By invitation. Publicity: Ruth Hammer Associates, EL. 5-7108. | ESTHER REIFER, INC. | 498 SEVENTH AVENUE SHOWROOM-16TH FLOOR |
| Thursday Feb. 7 12:00 Noon And 4:00 P.M. | PREVIEWS OF SUMMER COLLECTION Resident buyers preview of Summer collection by Vera Maxwell at 12:00 Noon. Press preview at 4:00 P.M. By invitation. Trade showings at 12:00 Noon and 4:00 P.M. daily thereafter. Contact: Connie Barber, LO. 3-4358. | VERA MAXWELL | 530 SEVENTH AVENUE SHOWROOM-26TH FLOOR |
| Thursday Feb. 7 12:30 P.M. Luncheon | SPRING COATS & SUITS AT LUNCHEON SHOWING Presentation of a collection of Spring coats and suits by George Carmel, Ben Gershel, Monte-Sano & Pruzan, and Ben Zuckerman at Saks Fifth Avenue luncheon showing. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Saks Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064. Waldorf Fashion Publ.: Madeleine Riordan, EL. 5-3000. | SAKS FIFTH AVENUE | WALDORF-ASTORIA STARLIGHT ROOF |
| Thursday Feb. 7 2:30 P.M. | BRIGANCE OF SPORTSMAKER SUMMER COLLECTION Sportsmaker will present a press showing of their Summer collection of bathing suits, beachwear, playclothes, separates and dresses, designed by Brigance. By invitation. Showings daily thereafter at 2:30 P.M.; and by appointment. Contact: Irving Lein, BR. 9-1723. ⁴⁹⁸ _{LO 3-1534} | SPORTSMAKER (DESIGNED BY BRIGANCE) | ⁴⁹⁸ 110 WEST 40TH STREET SHOWROOM-9TH FLOOR |
| Beginning Thursday Feb. 7 2:30 P.M. | OPENING OF SUMMER COLLECTION Opening of Pauline Trigere's Summer Collection, with showings daily thereafter at 2:30 P.M. By invitation. Contact: Cecille Gordon, PL. 3-6778. | TRIGERE, INC. | 29 WEST 57TH STREET SHOWROOM-11TH FLOOR |
| Feb. 7 4:00 P.M. | VERA MAXWELL'S PRESS PREVIEW OF HER SUMMER COLLECTION, AT 4:00 P.M., 530 SEVENTH AVENUE - 26TH FLOOR. (See above). | | |
| Thursday Feb. 7 4:00 P.M. | PREVIEW OF SPECIAL SUMMER COLLECTION Press preview of Elizabeth Arden's special Summer collection of ready-to-wear fashions. By invitation. Publ.: Rasponi Assoc., TE. 8-8171. | ELIZABETH ARDEN | 691 FIFTH AVENUE SALON-2ND FLOOR |
| Friday Feb. 8 9:30 A.M. Coffee | PRESS PREVIEW OF SUMMER COLLECTION Carlye will present a preview of Summer fashions for juniors. By invitation only. Publicity: Ruth Hammer Associates, EL. 5-7108. | CARLYE DRESS CORP. (ST. LOUIS, MO.) | 1451 BROADWAY SHOWROOM-5TH FLOOR |

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| Friday Feb. 8 10:30 A.M. | PREVIEW: FOX FURS FOR SPRING Presentation of a comprehensive Spring showing of fox furs. By invitation only. Contact: Catherine Sisman, PL. 5-2538 or CH. 3-5656. | GRUSKIN & FELDMAN (150 WEST 28TH STREET) | WALDORF-ASTORIA ASSEMBLY ROOM |
| Beginning Monday Feb. 11- Feb. 21 | FASHIONS FROM "TWO WEEKS WITH PAY" ISSUES Special presentation of fashions from "Charm" Magazine's May and June "Two Weeks With Pay" issues. After Feb. 21, by appointment; contact: Promotion Department, PL. 9-2080. | CHARM MAGAZINE | 1384 BROADWAY SHOWROOM-20TH FLOOR |
| Monday Feb. 11 11:00 A.M. | PRESS PREVIEW OF SUMMER COLLECTION Presentation of B.H. Wragge's collection for Summer. By invitation only. Publicity: Molly Porter, WI. 7-4968. | B. H. WRAGGE | 550 SEVENTH AVENUE SHOWROOM |
| Monday Feb. 11 12:30 P.M. Luncheon | NETTIE ROSENSTEIN SPRING FASHIONS Presentation by Saks Fifth Avenue of a collection of Spring fashions by Nettie Rosenstein. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Saks Publ.: Carolyn Haight, PL. 3-4000, Ext.7064. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000. | SAKS FIFTH AVENUE | WALDORF-ASTORIA BALLROOM |
| Monday Feb. 11 3:30 P.M. | PREVIEW FOR PRESS OF SUMMER DRESS COLLECTION Arnold & Fox will present the Summer dress collection of afternoon and cocktail dresses, designed by Miguel Dorian. By invitation only. <u>Trade showings</u> : Tues., Feb. 12, Wed., Feb. 13, and Thurs., Feb. 14 at 3:30 P.M. Publicity: Pauline Greene, MU. 7-8297. | ARNOLD & FOX | 530 SEVENTH AVENUE SHOWROOM-10TH FLOOR |
| Wednesday Feb. 13 9:00 A.M. Breakfast | PRESS & BUYERS PREVIEW OF SUMMER COLLECTION Summer collection, designed by Selig Sidney, will be presented by Janice Milan, at a preview for the press and trade. Daily trade showings at 11:30 A.M. & 3:30 P.M. Contact: Judith Sidney, LO. 4-7940. | JANICE MILAN | 498 SEVENTH AVENUE SHOWROOM-15TH FLOOR |
| Wednesday Feb. 13 12:15 P.M. Luncheon | PREVIEW OF NEW PRODUCT FOR BEAUTY EDITORS The Nestle LeMur Company will present a demonstration of "Lite", patented shampoo hair lightener, to the beauty editors. By invitation only. Publicity: Elizabeth Maher Associates, EL. 5-4248. | THE NESTLE LEMUR CO. | WALDORF-ASTORIA JANSEN SUITE |
| Wednesday Feb. 13 12:30 P.M. Luncheon | SPRING GOWNS & SUITS AT LUNCHEON SHOW "Spring Fantasy"--specially designed gowns and suits for Spring. Hats--Laddie Northridge. Press by invitation. Public by reservation; contact: Fashion Show Reservations, TE. 8-8000. Aranka Gyorky Contact: PL.8-2431. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000. | ARANKA GYORKY (15 EAST 54TH STREET) | HOTEL PIERRE COTILLION ROOM |
| Wednesday Feb. 13 12:30 P.M. Luncheon | SHOWING OF SPRING FASHIONS AT LUNCHEON Arnold Constable will present fashions for Spring during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Arnold Constable Publicity: Gloria Geis, MU. 5-2300. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000. | ARNOLD CONSTABLE | WALDORF-ASTORIA EMPIRE ROOM |

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| Feb. 14 | ST. VALENTINE'S DAY (Thursday). | | |
| Thursday Feb. 14 9:30 A.M. Breakfast | BRIDAL FASHIONS AT PRESS SHOWING Valentine showing of bridal fashions at a breakfast for the press. By invitation only. Showing for public at 6:00 P.M. Publicity: Gay Stearns or Charline Sutton, LO. 5-1500, Ext. 783. | GIMBELS | 3RD FLOOR BRIDAL SALON |
| Thursday Feb. 14 12:15 P.M. Luncheon | ACCESSORIES DIVISION LUNCHEON MEETING "The Theme Is White--Accessories Take Over". Accessories report and fashion show commentary: Matilda E. Taylor, associate fashion editor, Women's Wear Daily, and co-chairman, with Mimi Aleinikoff, of the Accessories Division. Speaker: Jane Chamberlain, accessories buyer, Henri Bendel. Subject: "Cashing In On Correlation." Price: \$4.75 for members; \$5.00 for guests (two per member). Contact: The Fashion Group, CI.7-3940. Publicity: Ruth Hammer Associates, EL. 5-7108. | THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA) | HOTEL ASTOR BALLROOM |
| Thursday Feb. 14 12:30 P.M. Luncheon | SPRING FASHIONS AT LUNCHEON SHOWING Russeks will present a collection of Spring fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, PL. 9-3000, Ext. 176. Russeks Publicity: Florence Lord, WI. 7-1900. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790. | RUSSEKS FIFTH AVENUE | HOTEL PLAZA TERRACE ROOM |
| Thursday Feb. 14 12:30 P.M. Luncheon | FASHION SHOW AT BENEFIT LUNCHEON "Open Your Heart"--Countess Marguerite Cassini will present Spring fashions from La Boutique at a benefit luncheon for Windham Childrens' Service. Admission: \$3.85 plus rummage. By invitation only. Countess Cassini Contact: TE. 8-7313. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000. | LA BOUTIQUE (36 EAST 61ST STREET) | HOTEL PIERRE COTILLION ROOM |
| Thursday Feb. 14 2:30 P.M. | SIMPLICITY PATTERN FASHION SHOW Namm's will present Spring fashions, styled from the Simplicity Pattern Book. Press invited. Open to public. Publicity: Muriel Lipchick, TR.5-5700. | NAMM'S (BROOKLYN) | 3RD FLOOR FABRIC DEPT. |
| Friday Feb. 15 12:00 Noon Cocktails; Luncheon | SUN GLASS SHOWING FOR MAGAZINE EDITORS "Look Smart--Be Safe--Wear Sun Glasses"--presentation of 1952 sun glass fashions to magazine editors. By invitation only. Publicity: Gar Schmitt, Hill and Knowlton, LA. 4-1420. | L.J. HOUZE CONVEX GLASS (POINT MARION, PA.) | HOTEL PIERRE COTILLION ROOM |
| Beginning Monday Feb. 18 10:00 A.M. | SUMMER-INTO-FALL COTTON COLLECTION Presentation of Transition Cottons for late Summer-into-Fall at daily showings. Contact: BR. 9-6910. Publicity: Roberta D. Miles, CH. 2-2344. | M. & W. THOMAS COTTONS | 58 WEST 40TH STREET SHOWROOM-15TH FLOOR |
| Monday Feb. 18 12:30 P.M. Luncheon | SHOWING OF MAURICE RENTNER SPRING FASHIONS Saks Fifth Avenue will present Spring fashions by Maurice Rentner during luncheon. Press by invitation. Public by reservation; contact: EL.5-3000. Saks Publ.: Carolyn Haight, PL. 3-4000. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000. | SAKS FIFTH AVENUE | WALDORF-ASTORIA STARLIGHT ROOF |

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| Monday Feb. 18 3:30 P.M.; And Feb. 19 9:30 A.M.; 3:30 P.M. | SHOWINGS OF ADVANCE FALL LEATHER COLORS Allied Kid Company will present showings of the Advance Fall '52 leather colors and finishes. Feb. 18 at 3:30 P.M.--for press, shoe stylists, shoe buyers and manufacturers. Feb. 19 at 9:30 A.M.--for department stores, buying offices, fabric stylists. Feb. 19 at 3:30 P.M.--for hosiery and accessory stylists. By invitation. Contact: Helen Rella, MU. 6-1623. | ALLIED KID COMPANY | 419 FOURTH AVENUE SHOWROOM-3RD FLOOR |
| Monday Feb. 18 4:30 P.M. Cocktails | PREVIEW OF EASTER MILLINERY G. Howard Hodge will present a collection of his millinery for Easter to the press and trade. By invitation. Publ.: Maud G. Moody, LE. 2-4049. | G. HOWARD HODGE | 1 WEST 39TH STREET SALON |
| Wednesday Feb. 20 12:30 P.M. Luncheon | SPRING MILLINERY AT LUNCHEON SHOWING "Day Before Spring"--showing of custom millinery by Baroness Monica with Spring originals and ready-to-wear fashions by Baroness Katherine Henkl. Press by invitation. Public by reservation; contact: Fashion Show Reservations, TE. 8-8000. Baroness Monica Contact: BU. 8-4062. Pierre Fashion Director-Commentator, TE. 8-8000. | BARONESS MONICA (340 EAST 74TH STREET) | HOTEL PIERRE COTILLION ROOM |
| Wednesday Feb. 20 12:30 P.M. Luncheon | SPRING FASHIONS AT LUNCHEON SHOWING De Pinna will show Spring fashions from N.Y. designer collections. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. De Pinna Publicity: Jeanne McDonagh, MU. 8-2000. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000. | DE PINNA | WALDORF-ASTORIA EMPIRE ROOM |
| Wednesday Feb. 20 4:00 P.M. Cocktails | PRESS SHOWING: SPRING AND SUMMER SHOES Press preview of "Encore" Spring and Summer shoe collection, featuring exclusive designs of Anthony Mascioli. By invitation only. Publicity: Mollie Baldwin, LE. 2-4281. | THE TAILORED WOMAN | 742 FIFTH AVENUE SHOE SALON-MAIN FL. |
| Wednesday Feb. 20 5:30 P.M. Cocktails | PRESS & TRADE PREVIEW OF SPRING JEWELRY The press and trade will be invited to cocktail preview of Jolie Gabor's first collection of costume jewelry and a showing of precious gems for Spring. By invitation only. Publicity: Mr. N.F. Nelson, RE. 4-3759. | JOLIE GABOR | 699 MADISON AVENUE SALON |
| Feb. 22 | GEORGE WASHINGTON'S BIRTHDAY (Legal Holiday-Friday). | | |
| Thursday Feb. 28 12:30 P.M. Luncheon | CHRISTIAN DIOR-NEW YORK FASHIONS AT LUNCHEON Saks Fifth Avenue will present Christian Dior-New York fashions for Spring during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Saks Publicity: Carolyn Haight, PL.3-4000. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000. | SAKS FIFTH AVENUE | WALDORF-ASTORIA BALLROOM |
| Monday March 3 2:30 P.M. | PRESS PREVIEW: SPRING READY-TO-WEAR ORIGINALS Presentation to the press of Jay Thorpe's ready-to-wear originals for Spring. By invitation only. Showing to public on Tues., March 4, at 2:30 P.M. Publicity: Dorothy Coburn, JU. 6-1000. | JAY THORPE | 4TH FLOOR |

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| Monday March 3 4:00 P.M. Cocktails | ANNIVERSARY PARTY FOR BEAUTY EDITORS The beauty editors of magazines, syndicates and newspapers will be invited to a 90th Anniversary party of Wrisley Soaps and Toiletries. By invitation only. Publicity: Emily S. Nathan-Helen Erskine, PL. 3-4690. | WRISLEY SOAPS AND TOILETRIES | SHERRY NETHERLAND CHANTECLAIR ROOM |

PRESS OPENINGS: SPRING CUSTOM-ORDER COLLECTIONS
PREVIEWS OF CUSTOM-ORDER SPRING COLLECTIONS ARE FOR MEMBERS
OF THE PRESS WHO HAVE BEEN SPECIFICALLY NOTIFIED AND INVITED.

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| Tuesday March 4 | <u>ELIZABETH ARDEN</u> At 3:00 P.M. | 691 FIFTH AVE. | PUBL.: RASPONI ASSOC., | TE. 8-8171 |
| Tuesday March 4 | <u>BERGDORF GOODMAN</u> At 5:30 P.M. | 745 FIFTH AVE. | PUBL.: FLORENCE NEFF, | PL. 3-7300 |
| Wednesday March 5 | <u>MILGRIM</u> At 11:30 A.M. | 6 WEST 57TH ST. | PUBL.: GERTRUDE LETTESE, CI. | 7-7200 |
| Wednesday March 5 | <u>HATTIE CARNEGIE</u> At 3:30 P.M. | 42 EAST 49TH ST. | PUBL.: ELEANOR LAMBERT, MU. | 8-2130 |
| Thursday March 6 | <u>HENRI BENDEL</u> At 10:30 A.M. | 10 WEST 57TH ST. | PUBL.: FRANCES ANDERSON, CI. | 7-1100 |
| Thursday March 6 | <u>SAKS FIFTH AVENUE</u> At 2:30 P.M. | 611 FIFTH AVE. (Designed by Sophie) | PUBL.: CAROLYN HAIGHT, | PL. 3-4000 |
| Monday March 10 | <u>BONWIT TELLER</u> At 3:00 P.M. | 721 FIFTH AVE. | PUBL.: SOPHIE SHONNARD, | EL. 5-6800 |

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| Monday March 10 4:30 P.M. | PRESS SHOWING OF HOWARD GREER FASHIONS Jay Thorpe will present a press preview of Spring and Summer fashions from Howard Greer of California. By invitation only. Showing to public on Tuesday, March 11, at 2:30 P.M. Howard Greer will be present at both showings. Publicity: Dorothy Coburn, JU. 6-1000. | JAY THORPE | 4TH FLOOR |
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| Wednesday March 12 10:30 A.M. | ADRIAN COLLECTION AT PRESS SHOWING Adrian will present his Spring collection to the press at Gunther Jaeckel. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130. | ADRIAN AT GUNTHER JAECKEL | 10 EAST 57TH STREET SALON-3RD FLOOR |
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| Wednesday March 12 12:15 P.M. Luncheon | PARIS REPORT AT LUNCHEON MEETING The Fashion Group will present its Paris Report at a luncheon meeting. More details later. Co-chairman: Elizabeth Ritter and Nancy Maxwell. Contact: The Fashion Group, CI. 7-3940. Publ.: Ruth Hammer Assoc., EL. 5-7108. | THE FASHION GROUP, INC. | HOTEL ASTOR BALLROOM |
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| Friday March 21- March 23 | SECOND INTERNATIONAL FASHION REVUE Fashions from 70 leading designers, with 15 nations represented. Director and Commentator: Vyvyan Donner, Fox Movietown News, CO. 5-4382. Contact: Gray & Rogers, 12 South Street, Philadelphia, Walnut 2-3636. | CHALFONTE-HADDON HALL HOTEL--ATLANTIC CITY | CHALFONTE-HADDON HALL ATLANTIC CITY, N. J. |
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MOVIES...MUSIC...TELEVISION...THEATRE

Beginning Monday Feb. 4 THIRTEENTH WEEK: METROPOLITAN OPERA MET. OPERA HOUSE, 39TH ST. & B'WAY
Feb. 4: Donizetti's LUCIA DI LAMMERMOOR. Feb. 5: Verdi's RIGOLETTO.
Feb. 6: Puccini's GIANNI SCHICCHI and Strauss' SALOME. Feb. 7: Bizet's CARMEN. Feb. 8: Puccini's MADAMA BUTTERFLY. Mat., Feb. 9: Verdi's OTELO. Eve., Feb. 9: Mozart's COSI FAN TUTTE. Publicity: Margaret Carson, PE. 6-1200.

Monday Feb. 4 OPENING: EMLYN WILLIAMS' DICKENS SHOW GOLDEN THEATRE, 252 W. 45TH ST.
 S. Hurok will present Emlyn Williams in the actor-playwright-director's one-man Charles Dickens show, performing from the author's famous novels and stories. Publicity: Martin Feinstein, PL. 9-6000.

Tuesday Feb. 5; Feb. 8 11:00 A.M.-12:00 Noon TELEVISION: THE KATHI NORRIS SHOW WABD, CHANNEL 5
Feb. 5: Lecture on care of new babies at home and showing of Page Boy Maternity fashions for Spring. Feb. 8: McCall's nationwide contest on selecting, sewing and completely accessorizing a McCall's pattern, will be discussed by Hildegard Fillmore. Publ.: Babs Doniger, PL. 3-1742.

Tuesday Feb. 5 PREMIERE: "THE BIG TREES" (Movie) WARNER THEATRE, 47TH ST. & B'WAY
 Warner Bros. movie about a big time logging operator, who covets rich timberlands in Northern California, where settlers have already made their homes. Starring Kirk Douglas. Producer: Louis F. Edelman. Director: Felix Feist. Publicity: Eve Siegel, CI. 6-1000.

Wednesday Feb. 6; Feb. 8 12:00 Noon TELEVISION: DON AMECHE-FRANCES LANGFORD SHOW WJZ-TV, CHANNEL 7
Feb. 6: John Walther will be interviewed, followed by presentation of Spring suit fashions in John Walther fabrics. Feb. 8: Showing of Mallory hats for men, illustrating styles in different sections of the U.S. TV Fashion Show Coordinator and Contact: Kay Bardsley, CI. 7-5700.

Thursday Feb. 7 PREMIERE: "VIVA ZAPATA !" (Movie) RIVOLI THEATRE, B'WAY & 50TH ST.
 Twentieth Century-Fox movie about a Mexican farmer who fought to end the 34-year tyranny of dictator-president Diaz. Adapted for screen by John Steinbeck. Produced by Darryl F. Zanuck. Director: Elia Kazan. Stars: Marlon Brando, Jean Peters and Anthony Quinn. Costumes: Charles Le Maire and Travilla. Promotion and Merchandising: Hal Gross, CO. 5-3320.

Friday Feb. 8 OPENING: "COLLECTOR'S ITEM" BOOTH THEATRE, 222 WEST 45TH ST.
 Roger Clark in association with Lloyd Isler, will present a new comedy by Lillian Day and Alfred Golden. Starring: Allyn Joslyn. Publicity: Michel Mok, MU. 7-5927.

Beginning Tuesday Feb. 12 OPENING: TENTH SEASON, SPRING 1952 CITY BALLET CITY CENTER, 131 W. 55TH
 Program: Feb. 12: THE DUEL, LILAC GARDEN, SWAN LAKE, THE PIED PIPER. Feb. 13: SERENADE, THE PIED PIPER, FIREBIRD, LA VALSE. Feb. 14: CONCERTO BAROCCO, BALLADE, PAS DE TROIS, CAKEWALK. Feb. 15: SWAN LAKE, THE CAGE, TYL ULENSPIEGAL, SYMPHONY IN C. Mat., Feb. 16: THE DUEL, THE PIED PIPER, PAS DE TROIS, FIREBIRD. Eve., Feb. 16: SERENADE, TYL ULENSPIEGEL, SYLVIA, PAS DE DEUX, CAKEWALK. Prices: \$1.50-\$3.60. Publicity: Philip Bloom, CH. 4-2185.

Tuesday Feb. 12 OPENING: "MISSUS McTHING" ANTA PLAYHOUSE, 245 WEST 52ND ST.
 A new play by Mary Chase will be the second in the ANTA Playhouse series. Stars: Helen Hayes, Jules Munshin, Erwin Corey and Brandon De Wilde. Director: Joseph Buloff. Setting: Lester Polakov. Costumes: Lucinda Ballard. Publicity: Barry Hyams, PL. 7-7327.